

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 108373  
**Alt Order #:** 06868697  
**Product Desc:** PATRIOT MAJ USA  
**Estimate:** 2278  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 11/12/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Patriot Majority  
**Demographic:** A35+  
**Product Codes:** PLI1  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	41	\$96,200.00	\$81,770.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	41	\$96,200.00	\$81,770.00	0.00
<b>Totals</b>	<b>41</b>	<b>\$96,200.00</b>	<b>\$81,770.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	24%	\$96,200.00
Market	100%	\$400,833.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$100,208.33
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$100,208.33
KTUD	1%	\$4,008.33
KVVU	20%	\$80,166.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$20,041.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/Wagners	M	5-6a	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			2		\$1,200.00		0.00				

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E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$1,200.00		0.00			
E 2	KSNV	10/30/12	11/05/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$2,000.00	1	0.00	NM	2	\$4,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$2,000.00		0.00			
E 3	KSNV	11/06/12	11/06/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-T-----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
WAKE UP WITH THE WAGNERS CHANGE IN DATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$2,000.00		0.00			
E 4	KSNV	10/30/12	11/05/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$3,800.00	1	0.00	NM	4	\$15,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$3,800.00		0.00			
E 5	KSNV	11/06/12	11/06/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
TODAY SHOW REV DATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$3,800.00		0.00			
E 6	KSNV	10/30/12	11/05/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					3	\$1,000.00		0.00			
E 7	KSNV	11/06/12	11/06/12	Noon News Noon News	CM	12-1230pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT NOON REV DATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$1,000.00		0.00			
E 8	KSNV	10/30/12	11/05/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					3	\$650.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/30/12-11/05/12		The Agenda 1230pm		1230-1p	MTWThF----	:30		<del>(\$650.00)</del>		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 9	KSNV	11/06/12	11/06/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$650.00	1	0.00	NM	1	\$650.00
NEWS 4: THE AGENDA REV DATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$650.00		0.00			
E 10	KSNV	10/30/12	11/05/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$650.00	1	0.00	NM	3	\$1,950.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					3	\$650.00		0.00			
E 11	KSNV	10/30/12	11/05/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					3	\$1,200.00		0.00			
E 12	KSNV	10/30/12	11/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$1,800.00	1	0.00	NM	3	\$5,400.00

**KSNV**